

AMAZON.008C1

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



Applicants	:	Jacobi, et al.)	Anticipated Group Art Unit 2166
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App. No.	:	UNKNOWN)	
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Filed	:	HEREWITH)	
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For	:	PERSONALIZED)	
		RECOMMENDATIONS OF)	
		ITEMS REPRESENTED)	
		WITHIN A DATABASE)	
Anticipated)	
Examiner	:	Jennifer Harle)	
)	

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Enclosed is form PTO-1449 listing sixty-two (62) references, one of which is enclosed (patent no. 5,794,210). The remaining 61 references are of record in the parent application (Appl. No. 09/156,237).

The last reference listed on form PTO-1449 is a feature that was deployed on the Web site of Amazon.com (the assignee of the present application) more than one year prior to the filing of the parent application. The following is a description of the feature as implemented prior to the September 18, 1997 critical date, as submitted in the parent application and repeated herein for the Examiner's convenience.

The feature involved displaying, on the book information page for each "bestselling" book (defined as a book sold to at least 40 customers), a listing of additional books that were bought by customers (purchasers) of that book. The lists of additional books were not customized to the particular user. A representative book information page (reflecting a current implementation) illustrating a listing of three additional books is attached as Exhibit A.

Appl. No. : UNKNOWN
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The additional books lists were generated off-line using purchase histories of site users, and were stored in a table for subsequent look-up. The table mapped each bestselling book to the three other books that shared the greatest number of customers with the bestselling book. In one implementation, different media versions (hardcover, paperback, etc.) of the same book were treated as a unit for purposes of generating the mappings. The table was regenerated periodically to reflect new purchase history data.

In operation, when a user would submit an HTTP request for a book information page of a bestselling book, the table would be accessed to identify the three additional books to be displayed on the product information page. Links to the product information pages of these additional books would then be incorporated into the requested book information page (as in Exhibit A), and the page would be returned to the user.

The table was not used to generate personal recommendations.

This Information Disclosure Statement is being filed within three months of the filing date of this application or upon filing if this is a CPA or RCE, and no fee is required in accordance with 37 C.F.R. § 1.97(b)(1), (b)(2), or (b)(4).

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: May 7, 2001

By: Ronald J. Schoenbaum

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